



CPHC-SA Protocol on Social media

This protocol provides guidance for CPHC-SA members for the use of social media specifically relating to the hunting and conservation industry, which should be broadly understood for purposes of this policy to include all social media platforms, including but not limited to blogs, wikis, message boards, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a coexistent manner.

Social media is a powerful collection of tools that can be utilised to be beneficial to share news, market your business, or simply voice your opinion in a safe environment. There are, however, advantages and disadvantages of social media.

Advantages

- *Education.* Enjoy access to quick facts and short tutorials, you can educate yourself at a very low cost.
- *Marketing.* Social media has no boundaries and products and services can be marketed across the globe.
- *Connecting with others.* Social media platforms allow individuals to communicate with people around the world, communicating with little to no delay.
- *Instant updates on events.* Events can be viewed and booked for online.

Disadvantages

- *Incorrect information.* With an information overload on the internet, it is not always easy to distinguish which articles are factual and which ones are not.
- *Fraud and scams.* Cases exist where individuals are confronted with fraudulent activity which may be disguised as an opportunity.
- *Reputation.* Social media can uphold or destroy your reputation based on a statement made.
- *Permanent.* Statements made on social media cannot be deleted. It may be hidden for a while, but chances are that someone has already seen and shared it, making it difficult to retract the post.

The following principles apply to CPHC-SA:

- Members need to ensure that their social media posts, comments, or any reference to external sources are not in contrast to the constitution available on the website. Contrasting statements may lead to division in the association and may cause the credibility of CPHC-SA to be in question.
- Members need to ensure not to post images that may cause social outrage.
- Members should be aware that they are representatives of CPHC-SA and their actions sends a specific message to non-members about the association.
- It is advisable that when members are in question of specific media or material, to rather confirm the background of the message with the Exco Members before passing it on.
- CPHC-SA does not stand for accusing other members, associations, bodies, or any other entity, natural or legal, on social media; neither taking part in insulting or degrading statements.
- Our goal is to set standards by way of life and leading by example.
- Members will not be backed from a legal standpoint if they engage in any activity whatsoever resulting in a class action or any legal proceedings based on statements, comments, images, videos or links posted on behalf of or with reference to the association, or against another association.



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- Not to post graphical images or videos on social media relating to harm done to animals, unethical hunting or any material that may be contrary to the constitution and ethical hunting standards.
- Report any misuse or subjective information on social media to the Exco Members.

The above guidelines should be considered when interacting with others on social media. Though we cannot control each and every member, we ask you all to ensure that you adhere to these protocols as far as possible, so that we can ensure a successful sustainable environment for future hunters joining the CPHC-SA association.

We thank you in advance for your cooperation in this regard.

Yours sincerely,

CPHC-SA